



WEWS

ORDER

Print Date 10/23/12 Page 1 of 3

Flight Dates 10/25/12-11/03/12Contract / Revision 315464 /Product**Crossroads GPS**Original Date / Revision

10/22/12 10/22/12

Agency Com 15%Order Sep 00:30:00Estimate # 1271Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL ISSProduct Codes PLPriority P-1Advertiser RefAdvertiser **Crossroads GPS****66 Canal Center Plaza - Suite 555**
Alexandria, VA 22314-1576Agency **Crossroads Media**Buying ContactSales Office EWSDC**66 Canal Center Plaza - Suite 555**
Alexandria, VA 22314-1576Sales Region NATPrimary Account Executive

Daniel Baylog

Agency Ref

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 309400

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	24	\$75,140.00	\$88,400.00	0.00	10/01/12	10/28/12	24	\$75,140.00	\$88,400.00
November 2012	60	\$187,850.00	\$221,000.00	0.00	10/29/12	11/02/12	60	\$187,850.00	\$221,000.00
Totals	84	\$262,990.00	\$309,400.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/25/12	11/03/12	M-F 730-8P	CM	730-8p	-----	1:00	0	\$6,000.00	P-1	0.00	NM	7	\$42,000.00
730-8p Let's Ask America															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/22/12	10/28/12	---11--	2	\$6,000.00	0.00										
Week: 10/29/12	11/04/12	11111--	5	\$6,000.00	0.00										
N 2	WEWS	10/25/12	11/03/12	CM	7-730p	-----	1:00	0	\$6,000.00	P-1	0.00	NM	7	\$42,000.00	

Contract / Revision 315464 Flight Dates 10/25/12-11/03/12Hiatus DatesOriginal Date / Revision 10/22/12/ 10/22/12Order Sep 00:30:00Advertiser Crossroads GPSProduct Crossroads GPSEstimate # 1271

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				M-F 7-730p												
7-730p The List																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	---	11--		2	\$6,000.00			0.00						
Week:	10/29/12	11/04/12		11111--		5	\$6,000.00			0.00						
N 3	WEWS	10/25/12	11/03/12	M-F Right This Minute	CM	106a-206a										
M-F 106a-206a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	---	11--		2	\$800.00			0.00						
Week:	10/29/12	11/04/12		11111--		5	\$800.00			0.00						
N 4	WEWS	10/25/12	11/03/12	M-F 9-10a	CM	9-10a										
M-F 9-10a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	---	11--		2	\$2,800.00			0.00						
Week:	10/29/12	11/04/12		11111--		5	\$2,800.00			0.00						
N 5	WEWS	10/25/12	11/03/12	4-430am America This Morn	CM	4-430a										
4-430a America This Morn																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	---	11--		2	\$800.00			0.00						
Week:	10/29/12	11/04/12		11111--		5	\$800.00			0.00						
N 6	WEWS	10/25/12	11/03/12	M-F GMA 7-9a	CM	7-9a										
M-F GMA 7-9a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	---	11--		2	\$3,600.00			0.00						
Week:	10/29/12	11/04/12		11111--		5	\$3,600.00			0.00						
N 7	WEWS	10/25/12	11/03/12	M-F 10-11a	CM	10-11a										
M-F 10-11a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	---	11--		2	\$2,800.00			0.00						
Week:	10/29/12	11/04/12		11111--		5	\$2,800.00			0.00						
N 8	WEWS	10/25/12	11/03/12	M-F 6-630p News	CM	6-630p										
M-F 6-630p News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	---	11--		2	\$7,000.00			0.00						
Week:	10/29/12	11/04/12		11111--		5	\$7,000.00			0.00						
N 9	WEWS	10/25/12	11/03/12	M-F 5-6p News	CM	5-6p										
M-F 5-6p News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	---	11--		2	\$5,000.00			0.00						
Week:	10/29/12	11/04/12		11111--		5	\$5,000.00			0.00						
N 10	WEWS	10/25/12	11/03/12	M-F 1-2p	CM	1-2p										
M-F 1-2p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	---	11--		2	\$2,400.00			0.00						
Week:	10/29/12	11/04/12		11111--		5	\$2,400.00			0.00						
N 11	WEWS	10/25/12	11/03/12	M-F GMC 6-7a	CM	6-7a										
M-F GMC 6-7a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	---	11--		2	\$3,000.00			0.00						
Week:	10/29/12	11/04/12		11111--		5	\$3,000.00			0.00						
N 12	WEWS	10/25/12	11/03/12	M-F 12-1230pm News	CM	12-1p										
12-1230pm News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	---	11--		2	\$4,000.00			0.00						
Week:	10/29/12	11/04/12		11111--		5	\$4,000.00			0.00						



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N12	WEWS	10/25/12	11/03/12	M-F 12-1230pm News	CM	12-1p	-----	1:00	0	\$4,000.00	P-1	0.00	NM	7	\$28,000.00	
12-1230p News																
Start Date	End Date	Weekdays		Spots/Week		Rate		Rating								
Week: 10/22/12	10/28/12	---11--		2	\$4,000.00		0.00									
Week: 10/29/12	11/04/12	11111--		5	\$4,000.00		0.00									
														Totals	84 \$309,400.00	